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The CHULA VISTA STORY

1868

1968



BY IRENE PHILLIPS

CENTENNIAL

1868

1968

COMMEMORATING

the purchase of the

NATIONAL RANCH

"EL RANCHO de la NACION"

by

KIMBALL BROTHERS

communities on

EL RANCHO

are

Bonita, Castle Park,
Chula Vista, Harborside,
Lincoln Acres, National City,
Paradise Hills, Sunnyside.

South Bay Press

National City, California

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THE CHULA VISTA STORY

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REF.
Loc. Hist.

EARLY DAYS

It was the search for a shorter route to India that lured Cabrillo, in 1542 and Viscaïno in 1602 to sail their ships along the California coast and into our peaceful San Diego Bay, taking possession in the name of the Spanish king.

In 1769 the royal representative of the King in New Spain (now Mexico) was ordered to send soldiers north and occupy the Ports of San Diego and Monterey and secure them from foreign nations, presumably the British and Russians who were sailing in the area.

As a representative of the Catholic Church accompanied all military expeditions it was Fr. Junipero Serra who was with Gaspar de Portola when they marched north through Baja California into what is now California, over El Camino Real (now Broadway in Chula Vista) then on to San Diego where the first of the 21 northern Missions was founded.

A rebellion from 1815 to 1822 saw the end of the Spanish regime in New Spain which became Mexico.

A 'Secularization' order issued in Mexico reduced the Missions to 'village churches' and their vast Mission Ranchos became Public Domain which was given, quite freely, by the Mexican Governors, to relatives and friends.

El Rancho de la Nacion was granted by Governor Pio Pico, to Don Juan Forster, his brother-in-law, in 1845.

In the very early days this land was the home of the Jamacha Indians. Artifacts have been found on the Allen Road, near Bonita, buried in the blackened earth of many a camp-fire. It became a Mission Ranch, La Purisima then, in 1792, the military took it over to graze their few horses, sheep and cattle, and it was known as Rancho del Rey. Under Mexican occupation it became El Rancho de la Nacion.

After the war with Mexico John Forster received a United States Land Patent. There were several changes of ownership until 1868 when F. L. A. Pioche sold the Na-

tional Ranch to Kimball brothers: 26,632 10/100 acres for \$30,000.

Up in Sweetwater Valley, on the lands of Rohr Park was the little wood and adobe house of John Forster. According to County Records, parts of it are incorporated in the Young Historians adobe headquarters. In the Valley opposite Frank Kimball's sand pit were the Tenos Houses, homes of the herders and where the sheep were killed. Tenos houses were washed away in the 1916 flood and just recently the remnants of the corral, the last vestige of pre-American days, was razed.



John Forster's Corral

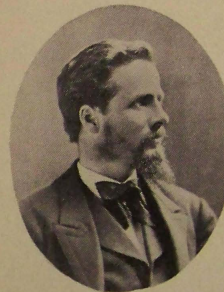
THE LIMITS OF THE RANCH

Northwest corner: A point on Division where it once touched Bay, now U.S. Naval Station. N.E. Corner: Near La Presa Airport at the intersection of La Presa Road and an extension of 8th Street in National City; and is on the north side of Sweetwater Dam. The S.W. Boundary was along the line of Orange Avenue. It now becomes Palomar to the Bay. The S.E. corner is at the intersection of Telegraph Canyon and Sweetwater Roads, and is south and east of what is now Sunnyside and Bonita.

THE FANTASTIC KIMBALL STORY

1854 - 1912

Asa Kimball, his wife Hannah with their children Lucy, Mary, Levi, George, Warren, Frank and Charles, lived in the town of Hopkinton, New Hampshire in the portion known as Contook Village.



FRANK KIMBALL

Frank, at the time he began writing in his diaries, was 23. He was a carpenter, also played the clarinet, bass viol, liked church, a good sing at home, good books and a swim in the river.

On April 19, 1857 he married Sarah Currier whom he always called 'Sister.' In later years he said, "Never in all our 54 years or married life has one harsh word come between us."

The financial crisis of 1857 found Frank deeply in debt for goods purchased from the Manion Company, presumably some type of a co-operative grocery and farm equipment company.

After four years of struggle to meet his debts, Frank, Levi and Warren left for California by way of the Panama crossing. George remained in New Hampshire as Town Clerk in near-by Hopkinton; Mary had married Fred Copeland; Charles remained on the farm and Lucy Kimball Dimond lived at Dimond Corners.

The Kimball brothers arrived in California on September 16, 1861. This was a flood year and work was hard to obtain, but during the following years the Manion

debt was paid and Kimball brothers became the largest contractors and builders in San Francisco.

On December 13, 1862 Sarah and Flora Kimball arrived in San Francisco. Flora was Mrs. Warren Kimball.

In 1868, Frank Kimball, seeking a milder climate, inspected lands in southern California and found a Mexican Land Grant, El Rancho de la Nacion now the National Ranch, to be the land he desired. So he purchased the Ranch.

He built a small house in the Sweetwater Valley, west of the present bridge on Highland south of the Gas Company installation which was used as headquarters for the surveyors.

On August 7, 1868 'Sister' arrived on the Orizaba to look over her future home.

On that date Frank Kimball wrote in his diary, "Walked into town (San Diego) and carried a valise for 'Sister' to put some things in. Walked home." They walked over the same path which had been used by the early day Padres. Sarah Currier Kimball became our pioneer American lady and the first white woman to live on the Ranch of the King.

The Frank Kimball home, built in 1869 at 21 W. 10th Street, National City, was the first modern house in San Diego County having running hot water and bath.

No man among all our pioneers made greater sacrifices to promote the development of San Diego County than Frank Augustus Kimball.



SARAH "CURRIER" KIMBALL

WATER

Water! The life blood of every community.

Frank Kimball was unaware of water power as we know it today. His only experience was seeing water over the mill wheel, yet, on June 5, 1868, after a trip up Sweetwater Valley, he wrote in his diary, "Today I have seen the finest water power site."

A year later Kimball Brothers Water Company was organized, for Frank Kimball had traversed the full length of the Sweetwater River and acquired water rights along its full length. Until that future day when Sweetwater Dam could be built, Kimball brothers sold water by the barrel.

Artesian wells presented interesting logs. The one near National Avenue (Broadway in Chula Vista) 5th between J and K was bored through an old beach 596 feet below the surface. They struck a six-foot strata with marine shells, some cemented together and some star fish as fresh as though dug today.

Frank Kimball studied the terrain of the area. In 1879 he again had the foresight to preserve a dam site for future water reserves when he obtained Janal Rancho, another Mexican Land Grant. Of this location Frank Kimball wrote, "There are two valleys or depressions that would be ideal for storing water," and he described Upper and Lower reservoirs.

The sturdy little Upper Otay Dam was built by Frank Kimball, E. S. Babcock the promoter of Coronado, and the Coronado Water Company with Frank Kimball supervising the work. Janal Dam was completed on June 18, 1893. This was two years before the Southern California Mountain Water Company, which built Lower Otay, was incorporated.

It is to Frank Kimball that we owe the solidity of Sweetwater Dam. The work was started on November 17, 1886. Frank had been ill but on recovery went up the Valley to the Dam. He saw a flaw in the work and pro-

tested sufficiently, also obtained other opinions, until the 20-foot wall already built was torn down.

Earth has eroded from the sides during floods, but the dam has remained secure.

FRANK KIMBALL AND HIS RAILROAD INTERESTS

A railroad connection with the east was necessary for the development of San Diego County. It was the promises of the Memphis & El Paso which lured Alonzo Horton, in 1867 and the Kimballs in 1868 to come to San Diego. The Kimball brothers offered substantial subsidies to the Memphis & El Paso in 1869 and to the Texas Pacific in 1873, but both railroads failed to fulfill their promises.

In 1876 it was the San Diego & Utah Southern in which Frank Kimball invested \$2000 for 200 shares. This was the first railroad which intended to cross the desert to reach Utah, then north to meet the cross-country Union Pacific Railroad.

In 1879 Frank Kimball paid his expenses to go east in an effort to re-organize the Texas Pacific but failed, so he approached Santa Fe stock-holders. They sent representatives who accepted Kimball hospitality and a generous gift of land. Some surveying was done, even going to Carizzo Gorge, but Frank Kimball was told later, that the majority of Santa Fe stock-holders preferred to back the San Francisco & St. Louis R.R. Company which intended to build to the northern city.

On May 4 1880 Frank Kimball left for Boston to tackle the railroad problem which, after twelve years, was far from being solved.

After a conference with some Santa Fe stock-holders, Frank Kimball heard Mr. Nickerson say to a friend, "We must not let this slip through our fingers." After months of discussions, a group of Santa Fe stock-holders, acting independently, voted to accept the 17,000 acres of the National Ranch along with some other subsidies to build the California Southern Railroad to a connection with the Atlantic & Pacific Railroad (later the Santa Fe), a trans-

continental line. According to the agreement, the terminal shops were to be in National City.

There were two agreements.

1. The San Diego Land & Town Co. which would sell subsidy lands to finance the Railroad.
2. The agreement to build the California Southern.

Poor judgment was used in building the railroad, much money was wasted, the route chosen was through Temecula Canyon and was all washed out in the flood of February 28, 1884. When the railroad did make a connection with the Atlantic & Pacific at Barstow the rumor was prevalent, "The California Southern has been sold to the Santa Fe and the shops will be moved to San Bernardino." (April 15, 1885).

The Kimballs had given the Syndicate 17,000 acres of land which included several miles of waterfront, valuable water rights which would make the construction of the Sweetwater Dam a certainty, also they received a franchise for a wharf to deep water which they failed to use (building out only 500 feet) and now San Diego and the Bay region was just on a side line.

When railroad plans of later years are recalled, when there was adequate money and excellent supervision such as in the building of the San Diego & Arizona, one cannot fail to recall those days of 1880 when there was no one but Frank Kimball and his brother who would make the sacrifice to bring rail connection to San Diego.

Some of the people of that era were appreciative of the Kimballs' efforts on behalf of the whole County. It was only with the passing of time and the greater growth of San Diego that their good works were forgotten.

Frank Kimball was called upon again on January 18, 1889 to come to the rescue of the Cuyamaca which was building towards Cajon Valley. The organizers spent all their funds on purchasing terminal grounds in Lakeside

and had no money to build the road. Frank Kimball raised a \$420,000 subsidy. He and his brother Warren gave the final \$20,000.

Although he was on several other railroad committees his days of large contributions were over.

On the 9th of September, 1908, Frank Kimball and Alonzo Horton of San Diego were honored guests when the golden spike for the San Diego & Arizona Railroad was driven at the foot of 27th Street in San Diego.

ROADS

On March 16, 1898 Frank Kimball wrote to the Old-Timers Meeting, "The land was criss-crossed with Indian trails. There was not one good road when I came to the National Ranch."

The first road through the National Ranch is marked on the Land Plat which John Forster presented when he applied for a U.S. Land Patent for the Ranch. It is El Camino Real Para Frontero. This was the road over which the soldiers of the King, and the Missionaries traveled when they made the long trek to Alta California to establish the Franciscan Missions. This map says 'to the Front' which was to differentiate it from the Upper Road, first Summit and now called Highland which was the road from the San Diego Mission at the time John Forster made his map.

The Padre's Road was called National Road, then National Avenue after Kimball brothers filled up the "thank-ye mams." It is now Broadway in Chula Vista.

The next road out of the National Ranch was the Cajon Road, built by the Kimball brothers and some of the ranchers. The purpose of the road was to facilitate the transfer of wheat from Cajon Valley to the new 1800 foot Kimball wharf.

Another well known road through Chula Vista is Telegraph Canyon Road. Diary, September 15, 1873. "Cut a 12-foot swathe through the brush in preparation

for the coming of the Army Telegraph." Then he added, "We grubbed away the weeds and made a go-devil to haul the brush away."

In 1875 they improved the Padre's Road. Diary, "Have finished a hard day's work but have the road all ready for teams to go from San Diego to the Border." This was about the first road to be accepted by the County on January 15, 1875.

Since 1869 Tomlinson had run a stage route to Fort Yuma, traversing Mexican territory. After finishing the National Road Frank Kimball began the "New Road to Fort Yuma," which traversed through the southern part of the National Ranch. The stage station was at 50 F Street, Chula Vista.

Frank's dream of a new road to Fort Yuma through American territory was short-lived. The County Supervisors went over the road then drove down to the old adobe where they imbibed too freely so found the old road perfectly smooth going back. Frank wrote, "It was defeated by - - - whiskey."

The reason for improving these two roads was to give work to men who were stranded here after the collapse of the Texas Pacific Railroad plans. The Kimballs kept a bread-line for months.

When I asked the late Richard Allen why the new road to Fort Yuma was discontinued he said, "People preferred the old trail used in John Forster's time: over Olive-wood Terrace, into Sweetwater Valley, up the Allen School Road, through the draw, and up Dulzura Creek to Jamul."

Frank Kimball was planning to widen the River Road, the bumpy road along Sweetwater Valley (30th Street) but wrote in his diary, "I think I'll let the new Land and Town Company do the work."

HORTICULTURE

Frank Kimball's work for a rail connection with a transcontinental line, also provisions for an adequate water supply for the Ranch were absolutely necessary for

its development, but it was his work in 'Horticulture' as agriculture was called in those early days, that brought the most joy and satisfaction into Frank Kimball's life.

In New Hampshire he studied 'Composition of Soils', read a 'Botany' and, when he came west, brought along a huge box of dormant saplings to begin his apple orchard. The first display of Ranch products was on August 29, 1870, "Warren came from San Diego. Brought a lug of sweet potatoes, corn and beans and a big melon which we put in the San Francisco Fair." Then he added, "We talked San Diego all day."

The first large project was the planting of olive cuttings. A few were brought from the San Diego Mission and in three years they fruited. Frank began buying olive trimmings: from the Arguella Ranch in Baja California; from the San Luis Rey Mission; and from John Forster's Margareta Rancho. These were cut in 14-inch lengths and planted. His success might be gauged by this entry four weeks after planting four acres with cuttings, "Only 4 dead cuttings in the patch."

For the next forty years, Frank Kimball worked on this project: type of cuttings, mature wood or suckers; selling sprouted cuttings, then trees, by the thousands; trimming and fertilizing; perfecting the pickling process; after trying soda and salt to remove the bitterness he reverted to lye. Then, when more olives were produced than could be pickled, came the day when Frank Kimball's Virgin Olive Oil won first prize in all the Country's Fairs.

Although Frank Kimball planted cuttings from other varieties of olives which were sent by the U.S. Department of Agriculture,—which they imported from Italy, Spain and Greece—his loyalty was always with the Mission Olive.

Aside from the expanding olive industry and a fabulous amount of research on the citrus fruits, it was the grape which received the most attention. The first foreign grape to be sent "by the Dept.," as Frank Kimball would write, was the Lady de Coverley, a seedless grape which became Americanized under the name of the Thompson

Seedless. Frank liked the Lady de Coverley as it was a raisin, not a wine grape. He was soon selling cuttings from his Janal and Encinitas Ranches, "25,000 seedless grape cuttings for sale at \$2.50 per M."

Then it was the Persian grape in 1890, "From the grape cuttings which you sent and which I propagated I have sent 8,000 cuttings to E. W. Hilyard, State University for distribution over the State."

February 2, 1892, "Loaded 58,000 seedless grape cuttings by order of J. A. Ponstat and sent them to the Winthrop Experimental Station in Los Angeles." Even as late as April 5, 1907 he received cuttings of 57 varieties of grapes and in March of 1909 sent the sprouted cuttings to Berkeley and wrote to the Secretary of Agriculture, "I have now catalogued every variety of grape."

A Pomological Society had been formed during the early days of the National Ranch where the ranchers could talk over their problems and on November 26, 1874 the National Grange became the 231st in the country. Information on budding was explained by Mary Givens and on December 9, 1879 the best way of drying raisins was discussed.

On September 22, 1880 the National Ranch Grange held the first San Diego County Fair. Judging by the extended coverage of the event in the San Diego Union for September 24, 1880 the event was an outstanding success.

On December 4, 1883 Governor Stoneman appointed Frank Kimball as Director of this District Agricultural Association.

After the success of the first County Fair the National Ranch Grange held a Citrus Fair in the Spring and a Harvest Festival in the Fall until 1890 when another Agricultural Association was formed in San Diego.

Produce from the Grange Fair was taken to other State and County Fairs. They were sent to Philadelphia in 1884. With 68 cases of fruit, Warren and Frank Kimball left for the New Orleans Cotton Centennial in New Orleans on March 13, 1885. These were to be sold for the orchardists.

The most spectacular Fair was the International Fair in Boston when the Kimballs took \$100,000 worth of fruit for sale and display. They took boxes of growing olive and orange trees weighing 500 pounds each. These are just a few of the fairs where the Kimballs displayed San Diego County produce.

On March 3, 1888 Frank Kimball opened a U.S. Experimental Station on his home grounds.

At the April 19, 1889 Fair in National City the main topic was pest control and other fruit blemishes.

Donations were supposed to be made to care for Fair expenses, but each time they fell short. The Boston Fair cost the Kimballs \$3000.

Also, 1889, he was appointed commissioner of Horticulture for California. In his new position he was regarded as an authority on pest control and the judging of fruit.

He was appointed to represent San Diego County in the Chicago Fair of 1893 but financial problems prevented his attendance so Warren and his wife supplemented for him.

He did little work in Agriculture until February 1, 1901, when he was elected to serve as manager of the seventh annual Fair of the 22nd Agricultural Association in San Diego. In 1903 he was appointed head of the committee on fruit judging.

He was now serving as Secretary of the Sub-tropical Committee of the U.S. Department of Agriculture. As Secretary he received and evaluated the reports from six foreign experimental stations and sent his opinions to Washington.

On January 8, 1904, the County Board of Supervisors appointed Frank Kimball as San Diego County Commissioner to the World's Fair in St. Louis, celebrating the Centennial of the Louisiana Purchase. This meant much hard work. He gathered minerals, pottery, gems, driftwood, silk—anything representative of San Diego County—you name it, it was there. From April 4 to November 22, 1904, he was in St. Louis with his wife,

his nephew, Gus Kimball and Gus's new wife, Hattie Johnson Kimball, whose home was Chula Vista.

Frank Kimball was busy greeting people, conferring on agricultural subjects and serving on the International Jury of Awards and the ticklish task of judging fruit. He presented a scale by which fruit should be judged.

May 30, 1904, "Judged some Kumquat oranges. Found 42 seeds, scale allowed -14 with a discount of one point for each two seeds of 14 which, with the excessive bitterness of the fruit, wiped out the score for texture. Skin was alright. Flavor 10 points off." Some problem!

The final report was presented to the County Board of Supervisors on February 8, 1905. That night he wrote in his diary, "Received my cash and, what was to me of equal value, the thanks of the Board for the work I did in St. Louis."

EDUCATION

During the evenings of 1854-1855 Frank Kimball attended the Scott-Davis Spelling School, the Speaking School and the Reading Class at George Morrill's. Arithmetic he studied at home during the early morning hours. In San Francisco, where he became an expert contractor and builder his calculations on work were specific.

On the National Ranch the Kimballs supported a Public School for several years and gave land on which the National Ranch's first high school was built in 1879; called the "Academy."

To share the advantages of his large library also fifty-seven newspapers and magazines of world-wide interest Frank Kimball opened a public library in the rear of his office on December 18, 1884; inviting all to come to this reading room which would be warmed in chilly weather.

Mrs. Warren Kimball (Flora) was elected to the School Board of the National School District, which included Chula Vista, National City and Coronado, on June 6, 1889; the first woman in California to receive that honor.

During 1889 Mrs. Frank Kimball, our beloved pioneer lady, financed the first free kindergarten in California for one year. She reported her expenses as \$1,236. The State Board of Education passed a Resolution including the Free Kindergarten as part of the California Public School System.

In 1908, Frank Kimball who had served 38 years on the School Board was instrumental in building the school at 8th and E in National City which Chula Vista High School students attended until 1922.

THE KIMBALLS IN CALIFORNIA

Frank Kimball wrote long letters to his friends and family in New Hampshire extolling the wonderful climate of California and his faith in its future. Many responded by coming west.

Of the family, the first to come were his sister Mary and her husband Fred Copeland. Fred Copeland held many positions of trust both in the City and the County.

Lucy Kimball Dimond's three sons were Civil War veterans, came to the Ranch but soon passed away from the 'cough' which they contracted in the service.

Levi sold his share of the Ranch to his brothers for \$20,000 and became a 'Land Man' in San Francisco.

George Kimball received his appointment as Postmaster on the Ranch on March 17, 1870. He raised fine grapes and berries on the land which his brothers gave him. His large house is at 1515 L Street, in National City.

Charles remained in New Hampshire until the death of the parents. Then he and his family came to California.

Warren and Flora Kimball built their first home at 236 E. 10th Street, National City; then a decade later had begun the development of their large estate, "Olivewood" at 24th and F now the site of the million dollar "City Park Apartments." Warren took little part in the active work on the ranch for, as Frank would write in his diary, "Warren's back is hurting him today," Flora Kimball was an educator, a writer of note, a publisher and active

in promoting equal rights for women. Frank loaned Warren \$11,000 for Planing Mill equipment, a project which made a fortune for him.

On the Ranch the services of Sarah Currier Kimball were always in demand. Diary,

'Sister' sitting up with Mrs. Evans' sick baby.

'Sister' at the Tipton House with Mrs. Lyons, she having gone suddenly crazy.

'Sister' cleaning up Silas Field's house. Abizbah coming home. (Silas had been batching).

About once a year, "'Sister' worked out. Has gone for a month to San Francisco to her sister."

In 1889 Frank traveled over the State in an effort to awaken the orchardists to the increasing danger from scale and blight. So sincere was he in his efforts that he neglected his own affairs; believing they were in the hands of trustworthy friends.

These debts and losses in the 1893 recession resulted in placing his property in Trust Deeds which were carelessly handled. It was 1900 before he accumulated a little money from the sale of olive cuttings and began to participate in City and County affairs again.

The Frank Kimball story shows the wonderful achievements by one man, but equally fantastic is the manner in which he conquered a life-time of poor health. His tolerance of those who wronged him is amazing. He drank a full measure of bitterness, yet his life was so overflowing with blessings that he wrote to a sympathetic friend, "After all, I'm glad I lived."

The Kimballs, like many of our pioneers are buried in La Vista Memorial Park, 3030 Granger Avenue, National City. Frank Kimball called it the Resting Ground when he opened it up on February 11, 1870.

THE CHULA VISTA STORY

At first it was just mesa land, colorful in its spring garment of yellow poppies and dotted with the red of the choyas plant.

The coming of the Kimballs in 1868 found the land still criss-crossed with Indian trails but with two well trodden roads: the path along the water-front, El Camino Real, now Broadway and an upper trail now Highland then over the present Telegraph Canyon Road to Campo which was the inland route to Lower California from the San Diego Mission.

The first attempt to develop the lands south of the Sweetwater River was on November 25, 1876. Diary, "Making a survey of the 5 acre tracts south of the river. Made a permanent line 1 mile east of National Ave. (Broadway)." This mile strip also the land west was for industry.

This date coincided with the incorporation of the San Diego & Utah Southern Railroad when Frank Kimball purchased \$2000 of stock which sent James Towne to Washington, D.C., for money and subsidy lands to build a railroad across the desert, north through Utah where it would meet the Union Pacific.

In March of 1877 Major General Woods expressed the wish to purchase land south of the Sweetwater. Frank Kimball was not one who would turn these prized mesa lands of the Ranch over to anyone without some supervision so, with the General, the Kimballs formed the San Diego Land Company on April 27, 1877.

In Washington, James Towne learned the days of big subsidies of land and money to build railroads were past, so the San Diego Land Company's project was dropped due to lack of transportation.

In 1880 the Kimballs negotiated with the Boston Syndicate to build the California Southern Railroad to meet a trans-continental railroad. The affairs of the San Diego Land Company were merged with those of the new

San Diego Land & Town Company which was to build the railroad using the profits from the subsidy lands which the Kimballs had given them.

In 1885 the San Diego Land & Town Company, usually called "Land & Town," sold their interest in the California Southern Railroad to the Santa Fe. Being relieved of this responsibility they turned their attention to the development of the subsidy lands they owned on the National Ranch.

Few land sales had been made until Wm. Green Dickinson became manager of the Land & Town interests in California. Then the Sweetwater Dam was constructed and the National City & Otay Railroad built; one branch going to Sweetwater Dam, the other headed towards Chula Vista. The junction was at 3401 Edgemere Avenue, right in the Valley of the River.

James Dix Schuyler, engineer for the Sweetwater Dam, reported to Col. Dickinson, "If the dam is raised from 60 to 90 feet the capacity of the reservoir will be



Basking in the sunshine of 71 years this beautiful New England Colonial home of Mr. and Mrs. Harold B. Starkey, 21 F Street, is attuned to modern living.

increased five-fold." Col. Dickinson left for Boston for a conference with Land & Town officials.

The Colonel returned on December 29, 1887. The National City Record, the only publication in the South Bay area, announced the dam was to be raised 30 feet also, the Record said,

Now it is Chula Vista to the front. Col. Dickinson has been instructed to erect 37 houses on the Chula Vista tract.

Fair Chula Vista. One of the most beautiful spots on the globe; better suited for fine houses than any other spot in California.

The lands rise from the Bay to the foothills. The soil is perfect for agriculture.

Chula Vista is divided into 5 acre tracts. Wide avenues intersect at reasonable distances. The beautiful mesa is laced with a net work of water pipes from the Sweetwater System.

By February 2, 1888 a 5,000 pound steam roller was smoothing the streets and the 7,000 trees which Frank Kimball had been instructed to purchase, were planted. Eleven trains each way solved the transportation between Chula Vista and San Diego.

By this time Land & Town had spent \$200,000 on improvements aside from water and railroad. The first houses were small, costing less than \$2000 and most of them were used later for barns.

Mrs. Warren Kimball (Flora) mistress of the nationally known estate, 'Olivewood' (24th and Highland, National City) was asked, "Today, where would you have chosen your home? She replied, "In Chula Vista, of course, but we could not go that far. As it was we had to carry a big stick for protection against the Mexican cattle that had not quite disappeared from the Ranch."

There has been much speculation as to who named Chula Vista. It is a pretty name. Chula is a Spanish (colloquial) term of endearment. Vista is for view.

Some persons say it was James Dix Schuyler, engineer for the Sweetwater Dam. Mr. Schuyler was a New Yorker who came to Sacramento and had no association with our Spanish background

Others give credit to Wm. Green Dickinson. Mr. Dickinson planned many towns along the route of the Santa Fe Railroad where subsidy land had been given. The towns were named for the V.I.P.'s in the railroad world: Gallup, Seligman, Kingman, Winslow, Barstow, Victorville and Perris.

One of Frank Kimball's earliest projects was his 'little lake' which he banked up in Sweetwater Valley. He called it Laguna Bonita. (When Henry Cooper subdivided his ranch in March of 1887 he retained the name of Bonita.) Frank Kimball mentioned sending several hundred trees to "Linda Vista". Who do you think had the understanding and love of our Spanish heritage to name Chula Vista?

By December 1888 Land & Town had completed ten modern houses, 6 to 10 rooms each, on 20 acre tracts. This was the beginning of the fine, large houses for which Chula Vista became famous.

Land & Town, with its code name of PURE was \$196 on the New York stock market. The assets of the company, including lands in San Diego and 1000 acres in Chollas Valley which the ranchers there had given Land & Town to bring water to their valley were \$7,557,246.

Benjamin Kimball (no relation), new President of Land & Town visited California and was well pleased with the progress made. He made a new price on Chula Vista lands; \$250 per acre if planted to citrus fruits, and new water rates \$3.50 per 35,000 gallons. He also ordered all vacant lands of Land & Town planted to lemons.

Frank Kimball was elated at the development of the mesa lands and often drove out with Kitty to show customers the new Chula Vista tract. The horse was called Kitty by the Frank Kimballs and 'Old Kate' by the Warren Kimballs. They had brought her down from San Jose

in the early 70's and Frank Kimball hitched her to his little two-seated stage. Throughout the years she had shown many very important persons, prospective purchasers and moochers around the Ranch. Kitty was unpredictable and would break loose and return home if her driver took too long on an errand.

The Sweetwater Dam was raised 30 feet. The rains came and everyone was elated to witness the first large scale water conservation project in the country. There were 62,000,000 gallons of water in Sweetwater Lake when George Neale, a near-by property holder, sued Land & Town for covering his land. The Court ordered, "Pay Neale for his land. Uncover it or we'll tear the dam down." The Colonel offered Neale \$75,000 for his land but he refused. The flood gates were opened and an under water tunnel installed to increase the out-flow.

When the Land & Town demurred at the loss of the precious water Judge Ross said it was not necessary to fill the dam. Half full, 3,000,000 gallons was sufficient for Chula Vista and National City. The reduced water pressure affected many of the young orchards.

Land & Town was \$266 on the stock market when Mr. Josselyn of Paradise Valley sold 1500 shares of stock and regaled his listeners with his grievances, as he had lost his new orchards.

Frank Kimball wrote to his brother Levi, "Many houses have been built in Chula Vista and there is much activity but PURE is down to 48."

After continuous litigation Neale accepted \$85,000 for his land on February 19, 1891 and the case was closed, but the disastrous effects of the George Neale Case can never be estimated.

Chula Vista's jubilation over the settling of the George Neale case was overshadowed when the gale winds of the storm on February 26, 1891 uprooted and tossed around hundreds of newly planted lemon trees.

Dwight Braman was elected President of the Land & Town Board of Directors in 1892. He accused Benjamin Kimball of malfeasance of office. Mr. Kimball had given

a price on Chula Vista lands which included such low rates on water that there was nothing left for expansion, depreciation or repairs.

Mr. Braman said, "We charge a \$50 bonus, besides water rates, on lands not owned by the company so the Chula Vista orchardists should pay the same."

This started a series of lawsuits. Judge A. Haines, representing Chula Vista property-holders maintained the company had made the agreement on water rates when they sold the land to them and therefore the company should fulfill its contract. This case was to continue for ten years, through all courts and became nationally known as the famous "Chula Vista Water Rate Case."

A new-comer, G. L. Henderson, wrote a letter of appreciation to the Record on November 9, 1893, "Of course I love my good old Nebraska but coming to Chula Vista is as near Heaven as anyone can get. I have dropped 20 years off my life since I came." He paid tribute to his neighbors and the work they were doing, especially A. C. Crockett. "He is a large-hearted old soldier who received two severe wounds in the Battle of the Wilderness."

In 1889 Benjamin Kimball had said, "One box at first but after that 5 boxes of lemons from each tree." His forecast was correct. The Bonnie Brea lemon, originated by Mr. Higgins of Sweetwater Valley was the best producer. It has remained true to form though shipped under other names.

Land & Town opened a packing house near the Santa Fe tracks, in National City. When the Chula Vista Growers Association was organized on December 14, 1893 with A. Haines as President they leased a portion of the packing house for their fruit.

Frank Kimball, as State Commissioner of Horticulture, was making an extra effort to impress the orchardists with the advantage of shipping clean fruit. He was assisted in the work when J. M. Johnson invented the first lemon washing machine which was used in the Packing House.

On January 18, 1895 there was another torrential rain. The sides of Sweetwater Dam were eroded causing \$30,000 repairs.

P. B. Cheney was the next President of Land & Town. He said a re-organization was necessary, with an assessment of \$1.00 per share, to pay expenses. Frank Kimball, beset with heavy financial losses through no fault of his own, had no money to pay the assessment. Writing to his brother Levi he said, "It is now a closed corporation. They are making millions from our land."

Chula Vista orchardists had faced discouraging days when they worried over the outcome of the George Neale case. Now it was the Chula Vista Water Rate case which was still in Court. They lived in fear that their water would be shut off at the dam as the Land & Town did on January 9, 1896 when the rate was raised from \$3.50 per 35,000 gallons to \$7.00.

Frank Kimball wrote to the Secretary of Agriculture, in Washington, regarding Chula Vista's progress, "We had a million-dollar lemon crop this year. The country is becoming a lemon eating Nation," April 9, 1897.

Even as he made this report a drought was threatening the land which people said was as bad as the one in 1871 when all crops shriveled and the chickens laid no eggs. By spring of 1898 the Sweetwater reservoir was dry. Frank Kimball went up Sweetwater Valley and located some of the well sites they had used when Kimball brothers sold water by the barrel from 1869 to 1888.

The San Diego Land & Town Company reported they were endeavoring to supply a limited amount of water to their customers. They listed the wells.

1. Sweetwater Valley near Bonita. 30 wells 28 or more feet deep. Pumping station, 10 by 12 in. pipe.
 2. Sunnyside. 32 wells—30 to 65 feet deep. Pumping 500,000 gallons every 24 hours.
 3. Near Lynwood Grove. 72 wells, the deepest is 75 feet. Cost of pumping far exceeds fees from customers.
- Meters were used. Water was allowed, according to the age of the trees. When a man received his quota the valve shut itself off.

A representative from the San Francisco Chronicle came to Chula Vista to investigate the Chula Vista Water

Rate Case. He concluded his report, "The San Diego Land & Town Company has the largest lemon orchards in the world: 60,000 trees." The Record commented, "It was for their own benefit as well as for the orchardists that caused the Company to tap the sands of the Sweetwater River."

E. S. Babcock, promoter of Coronado had just completed the Lower Otay Dam and due to some queer quirk of nature the lake was completely filled. Mr. Babcock offered the entire contents of Otay reservoir if the orchardists would build a pipe line to carry the water. This timely offer softened the disappointment when the U. S. Supreme Court rendered a verdict favoring the Company: they had the right to set fees regardless of previous contracts.

August 21, 1901, "Otay Water is Here. Chula Vista's orchards have been saved."

The San Diego Land & Town Company had been re-incorporated again in Kittery, York County, Maine on April 27, 1897 but was not transferred to California as the parent company, the San Diego Land & Town Company was involved in legal proceedings involving water rates. On June 8, 1901 it came to California as a "Land Development Company. According to Frank Kimball this had been the practice of the Land & Town Company: a re-organization under another name, then if any lawsuits were filed against the former company they failed as there was no company extant under that name.

The original San Diego Land and Town Company or its successor, The Land Development Company was divided among its stockholders on March 31, 1902:

1. The San Diego Fruit Company, including the Company orchards, packing houses, 90 horses and other equipment totalling \$1,500,000 to Kidder & Peabody & Co. (Kidder and Peabody also owned the Sweetwater Fruit Company at Bonita and packed their fruit in the old red barn.)
2. Sweetwater reservoir and a 40-acre dam-site and dam with pumping rights in Sweetwater Valley. The

franchise going to the Sweetwater Water Company totaling \$1,200,000—P. B. Cheney & Co.

3. To San Diego Land Company all lands and personal property of the San Diego Land & Town Company, now known as a Land Development Co. in San Diego County: \$600,000 (This went to John Boal and others who had formed this San Diego Land Co. John Boal was the son-in-law of Wm. Green Dickinson).

4. (Negotiations were already under way for the purchase of the National City & Otay Railroad by John D. Spreckels & Co. This was completed on July 14, 1906 and electrified in January 1907. It became the San Diego Southern R. R. Co.)

During drought years the lemon did not develop properly so the Citrus Packing House in National City became the Citrus Products Company where they made oil, also ground the lemons for the Los Angeles Soap Co.

The rebound after the drought was fast. Chula Vista had its first packing house when, "Mr. Chas. Mohnike has opened a new grading house 50 x 150 feet on his property near F Street."

October 17, 1903. "There will be a new packing house on 3rd Ave. opened by the Chula Vista Fruit Company. Edgar Boal, President. Mr. Harris visited several such houses to get the best ideas."

Beginning in 1904 the increased lemon production could only be estimated if we were aware of the loads of fruit sent out by rail and ship.

By 1910 the San Diego & Arizona Railroad was well organized and work started. The proposed International Exposition to be held in San Diego in 1915 to celebrate the building of the Panama Canal brought increased land sales.

Chula Vista was ready to leave County government and become an Incorporated City.

A TOWN BECOMES A CITY

The election for incorporation took place on October 17, 1911. There was a small vote. 215 for and 88 against, and Chula Vista was recognized as a sixth class City with one bank, one park, one newspaper and population of 3,000, according to County records.

There was the usual routine business at the Trustees' meeting: location of meeting place, bonds for City Employees, rules on Law and Order and discussion on the many requests for street improvements.

Chula Vista's first investment was the purchase of a building for a City Hall from the People's State Bank. The terms were good—\$200 down and \$2400 in a year: to be delivered to the City on October 1, 1913. (294 3rd Ave.).

The winter of 1912-1913 was exceptionally dry. On the night of January 8, 1913 the thermometer dropped to 24 degrees, the next night it was 20 and the third night it was 19 degrees all over the San Diego Bay area. The next day it rained. People said it would have been a million dollar rain if it had come a few days earlier. The blackened leaves on the trees were mute evidence of frost damage.

Some orchardists found life in a few trees in protected spots, and topped them. New growth came which was withered away in the scorching santana on September 6, 1913. Orchard after orchard was uprooted and some discouraged owners left town.

The National Citrus Packing Co. in National City which became the National Citrus Products Company after the seven-year drought when they worked up thousands of tons of culls, undeveloped from lack of water, now bought all lemons spoiled for shipment by the frost and made citric acid and lemon oil.

The Citrus Products Company was then taken over by W. J. Bush & Company, known in England as, "Ye Olde Essence Distillers." They made oils from eucalyptus, mustard, celery, annis and peach pits. Gathering some

of these products from the back country gave work to many who had suffered from the big frost.

Occasionally, some news came concerning the members of the syndicate who had organized the old San Diego Land & Town Company. According to the 1902 agreement Kidder & Peabody received the San Diego Fruit Company and the orchards but, it developed, Kidder & Peabody had received large sums of money from Italy and invested it in cotton mills in New England States. Certain promoters began buying the South's cotton crop and building near-by mills as there was plenty of water available. The Italian investors demanded their money and Kidder & Peabody faced ruin. One of their sacrifices to raise funds was the re-sale of the Fruit Company to P. B. Cheney.

P. B. Cheney mortgaged all his interests in California to J. P. Morgan & Company of New York for \$3,000,000. He was interested in developing a copper mine in Arizona.

The News for January 14, 1914 carried three-inch headlines, "J. P. Morgan & Company acquires the Cheney interests." Their version was, "Morgan & Company retains 13,000 acres of the National Ranch, 500 of which had been planted to lemons (few survived the hard frost), 7000 acres in the Otay Grant and 4000 acres of San Diego Pueblo Land also 3½ miles of waterfront." The San Diego Land Company became the San Diego Land Corporation on May 14, 1914.

P. B. Cheney's copper mine did not pan out. That was just an incidental matter. He was still a majority stock holder in the Santa Fe Railroad Company.

The real effect of the frost did not hit the City until 1915 when few taxes were paid. On August 1, 1915, "The telephone has been taken out of the City Hall in the interest of economy."

On October 5, 1915 there was a move to disincorporate and return to County Government, but a few citizens over-ruled the suggestion. Their basis for optimism was the increased fields of celery being grown on the lands where lemon orchards once stood. It was a type of celery called 'pascal,' which had been successfully cultivated in

Utah. The Citrus Packing House was now handling celery.

The rain in January, 1916, was considered an asset to the celery crops until the 28th, when a final deluge washed away Otay Dam and eroded the earth from the sides of Sweetwater Dam. The rushing water brought destruction to Sweetwater Valley, crumpling all the water mains and destroying the railroad tracks. Edgemere Road with the railroad tracks to Chula Vista was washed away, and when the National Avenue bridge over the Sweetwater collapsed Chula Vista was isolated from the rest of the world except for a few boats which brought mail and some supplies from San Diego.

Chula Vista was never a city with wells as the water pipes were all in place before the tract was opened. Outlying districts were fortunate and shared water from their wells with Chula Vista until the Water Company repaired the big main.

The first improvement was a bridge over the River on Highland. February 23, 1916, "Chula Vista will supply labor and the pile-driver; National City the material."

The disastrous flood added to the general chaos in the world. War was a certainty. Trouble in Mexico—possible raids in American territory, so Chula Vista joined in the San Diego Liberty Loan Parade and the Chula Vista Woman's Club was active in Red Cross work.

The original line of the old National City & Otay R.R. was all discontinued. When a carline was replaced it was over a spur track from the San Diego & Arizona R.R. near the Bay and ran up F Street, cut over to Madrona, then to the east side of Third Avenue to the Packing House. It was called the K Street Line.

Something new was added in transportation when a franchise was requested to run a rubber-tired vehicle between Chula Vista and San Diego. The Independent Stage Line, fore-runner of our modern taxi proved a profitable business.

On March 17, 1920 the Marshal, who was also the janitor, informed the Trustees the floor of the City Hall was sinking and might fall any time. Cautiously, they re-

moved tables and chairs and held future Trustees' meeting in Thompson's Hall.

It was October 3, 1922 before plans for a new City Hall were completed. For \$500 they bought the N.W. corner of 3rd and F street and a \$10,000 Bond issue for a City Hall and Fire Station was passed.

The J. P. Morgan Company had not profited by their ownership of the Sweetwater Water Company. Repairs after the 1916 flood were costly so they sold the entire system to R. T. Robinson & Associates of Pasadena.

The Land Corporation was disorganized and dissolved on February 6, 1926 having sold all Company lands to individuals. These were prosperous days: the rebound after World War I and land sales was high.

Then came the financial crash of 1929. The list of delinquent taxes was frightening. After two years the Trustees used a bit of psychology and voted to cancel all delinquent tax penalties.

In 1939 Chula Vista passed a \$139,000 bond issue. The Federal Government, under a Works Project Act matched funds and 21 miles of much needed street work was done.

Chula Vista property holders had faced many discouraging situations since the tract was opened in 1888. There were the years of water shortage during the George Neale lawsuit. There were the ten years when the Chula Vista Water Rate case was in the courts. The freeze and heat wave in 1913 wiped out the lemon orchards and 25 years of hard labor. The 1916 flood caused heavy

damage from lack of water and there were losses in celery shipments.

In 1940 when the world was again in chaos from impending war, Chula Vista received a well-deserved boost in its economy when Rohr Company, manufacturers of airplane exhaust manifolds and cowling, located in Chula Vista. After Pearl Harbor, Chula Vista became more Rohr-minded and more than 5,000 persons were working in the plant.

By 1950 Chula Vista's future was assured. It was said to be the growingest town in San Diego County: new City Charter with Councilmen and Mayor, many new homes and new sub-divisions.

On February 12, 1951 the new Civic Center was dedicated, housing all administrative offices, Police and Fire Department, Jail and Court rooms.

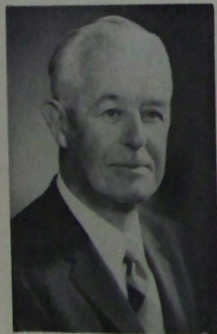
THIRD AVENUE

Frank Kimball surveyed the lands south of the Sweetwater but it was Wm. Green Dickinson who planned Chula Vista's first shopping center when he set aside a two-block business area north and south of what was called 'Center Street.' This was the heart of the town with church, school, and library near-by, and a hall where the orchardists could exchange views.

The street had a wagon road on the west side, a dirt strip down the middle which separated the road from the railroad tracks of the National City & Otay Railroad. The dirt strip proved a convenient place for children to play while their parents shopped.

It was this way for twenty-four years until the Board of Trustees voted an improvement on November 28, 1913 when a concrete coping was placed around the Park on Third Avenue.

Someone may recall April 3, 1920 when "Mr. Traf-fler is instructed to replace any palms that have died in the Parkway on Third Avenue."



Fred H. Rohr, Civic Leader
and Founder of Rohr
Corporation

heat wave in 1913 wiped out the lemon orchards and 25 years of hard labor. The 1916 flood caused heavy

February 5, 1924. "Flowers are to be planted on the Plaza on Third Avenue, and a man hired for \$30 a month to care for them." The Plaza is now grass-covered and the trees planted in 1918 have grown tall and straight and remain an attraction on Third Avenue.

Benches donated by generous citizens provide resting places for shoppers and the red flowers of the Bottle Brush trees are living Christmas decorations. It is a street with a heritage to be remembered.



Third Avenue Looking North
Courtesy of Title Insurance and Trust Company

THE CHULA VISTA LIBRARY

In the early days of the town a Chula Vista Reading Room Association was formed by a volunteer group of conscientious citizens who appealed to the San Diego Land & Town Company, asking permission to occupy a small store building on Third Avenue for their library.

The request was granted and Chula Vista's first Library was dedicated with proper ceremonies on August 27, 1891.

Mrs. William Green Dickinson, whose husband had been instrumental in laying out Chula Vista had passed away on July 14, 1891. In remembrance of him she donated many of her husband's choice books to the Library.



Chula Vista's Carnegie Library — Site is now Norman Park Center
From the Title Insurance and Trust Company Collection

Throughout the years this little group, names unknown, had operated the Library through donations. After the Incorporation of Chula Vista on October 17, 1911 they came to the Trustees and asked, "Will you please take over the responsibilities of the Library? We will give you the books, the shelves and all other equipment."

August 12, 1912, "A Chula Vista Public Library has been established." As a rule \$500 a year was allowed for Library upkeep. This included \$180 to the San Diego Land Company for rent. By a Resolution on September 3, 1914 Chula Vista became a member of the San Diego County Free Library System.

Mr. Daker appeared before the Trustees on August 3, 1915 and informed them that Chula Vista was eligible for a Carnegie Library if the City would maintain it. There was necessary correspondence between the Trustees and the Carnegie Library Foundation which included such reports as: Number of books—1168, gift—\$34, borrow—994, expenses—salary \$540 year, rent—\$180 year.

After inspecting various locations they selected lots which were south of F Street, north of Center, west of Del Mar and east of the Church* for the Carnegie Library and Comfort Station. As the F Street School had been built they decided to purchase the site of the old school from the Chula Vista School District for \$800. November 30, 1915.

Having attained the proper site the sum of \$10,000 was sent to the Trustees for the building. Mr. Kirtner, the architect, based his plans on pictures submitted to him from the Carnegie Library Foundation. L. E. C. Smith of National City was the builder. The construction was modern with automatic sprinklers of the Haddon System.

J. H. Smith was instructed to buy and plant 30 Cocos Plumosa Palm trees for \$130.

Chula Vista's new Carnegie Library was fittingly dedicated on May 10, 1917: a library which was to meet the needs of the City for all time. By 1950 the building was out-dated and overcrowded so the present Library

was opened on the Mall at Guava Street on September 25, 1955. Today, 1968, though it has been enlarged it is inadequate for the needs of this growing city.

*Congregational Church

SCHOOLS

At the time of the organization of Chula Vista this new little city, along with Coronado and National City, belonged to the National School District.

The San Diego Land & Town Company gave the School District a plot of land on F Street, east of Third Avenue. On August 30, 1888 it was announced in the National City Record, "The Land Company is building a 27 x 35 foot, two story, two room schoolhouse in Chula Vista. Bids were opened and the low bid of \$2437 was from W. H. Tuttle. Mr. A. Parr, the architect, will supervise the work."

The Christmas Eve Party in 1889 was thoroughly enjoyed by all. "Miss Lillian R. Jones who teaches grades one through seven arranged a fifteen-number program in which all twenty-one children participated."

Chula Vista formed its own school district on April 7, 1892.

The special entertainment in the schoolhouse on October 23, 1893 was to raise money for a school bell.

Prof. Charles Williams and Miss Addie Johnson, teachers, presented the pupils in an interesting program. Outstanding was the Chula Vista Brigade, hailed as future defenders of our Republic. They went through their drill in admirable style. Refreshments were served and \$26.30 raised.

The population increased; so did the need for more class rooms. June 12, 1905, "Election held in Chula Vista for additional school facilities. An addition to their school will be built."

This school served the community until 1915 when it was abandoned as an elementary school in preference to the new F Street School which was opposite the present Civic Center.

Most teen-agers attended High School in National City though the late Richard Allen, of Bonita, said he and his brother Morris made the daily trip to San Diego, in their two-wheeled pony cart, where they attended Russ High.

On January 20, 1920, a High School District comprising Chula Vista, National City, Sunnyside and Bonita was formed and a new Sweetwater Union High School built at 30th and Highland, National City. January 29th, 1922 was a holiday for the High School pupils. Students who could get any type of conveyance helped move all equipment to the new school.

This is the background of Chula Vista schools. Today, 1968, Chula Vista has 23 Elementary Schools. Burton C. Tiffany is Superintendent. There are four Junior High and four Senior High Schools in Chula Vista which are under the Sweetwater Union High School District of which Joseph Rindone, Jr. is Superintendent. For those who seek further knowledge in mature years they can attend the Adult Education Department with classes in



Chula Vista's First Grammar School
Site is now Norman Park Center
From the Title Insurance and Trust Company Collection

everything from Citizenship to Lip-reading. This division is under Edward Hawken, Principal.

One of Chula Vista's most attractive educational institutions is the Southwestern Junior College located on a beautiful 150-acre campus, seven miles east of Chula Vista, which was opened in September of 1961. The buildings are of the Mayan type of architecture giving the impression of solidity.

Southwestern is a part of the Sweetwater Junior College District and serves area from the south division line of San Diego to San Ysidro, at the Border. It is located on the Otay Lakes Road at 5400.

Chester S. DeVore is Superintendent of the Junior College District and President of Southwestern.

A school for retarded children and a Guidance Center working towards rehabilitation meets a long felt need.

Also contributing to education in Chula Vista are three Catholic Schools, an Episcopal and a Lutheran school.

In other categories could be mentioned: Driving School, Ballet, Beauty College, Karate School and International Academy, "Santa Maria" with bilingual and cultural training which was recently founded by Mrs. John Hancock. You name your needs. Chula Vista has many resources.

THE FIRE DEPARTMENT

Sometime during the early years of Chula Vista a group of men purchased a few feet of hose and a small hose-cart. It was during the days when coal oil lamps were used and fire accidents were common. On the 15th of April, 1912, after incorporation, this group of residents who had been making contributions to the Fire Fund, came to the new Trustees and gave them all their fire-fighting equipment and the remainder of the Fire Fund, and asked if the city would support a Volunteer Fire Department.

The Trustees became safety conscious and ordered a

fire plug to be placed near the school and also voted to pay \$2.00 per man for every fire attended.

On December 2, 1913 a petition to organize a Volunteer Fire Department was presented. The Trustees said, "You can use the fire-fighting apparatus if you return it in good condition."

The black smoke rolled high from McCoy's Livery Stable on November 28, 1913. The Volunteers made little headway against the inferno of burning hay and crackling timbers. The whole block of buildings was facing disaster. They made a phone call to National City and soon George Minor came rolling along at the top speed of 15 miles an hour, driving the new Seagrave Motor Hook and Ladder truck which was carrying 1000 feet of hose. At the next meeting the Trustees sent a letter of thanks to the National City Volunteer Fire crew, and \$10.00 for making the run.

Additional equipment was ordered on February 17, 1914: 250 feet of 2½ inch, double-jacketed fire hose at 90c per foot.

On November 15, 1914 the pay of the volunteers was raised to \$10.00 per man per fire with the request that someone remain in the engine house at all times. The en-



Charles Herman Hotel 1910
E. end of F St. between Hilltop and First. Burned about 1914
From the Title Insurance and Trust Company Collection

gine was a secondhand hose cart which they bought from National City for \$20.00.

Another step was taken on May 7, 1918. A Chula Vista Fire Department was organized. It consisted of a paid fire chief as head of the Volunteers. The City owned all equipment.

The Trustees planned on a new motor truck but delinquent taxes, due to the after effects of the big freeze, delayed the purchase and it was not until January 11, 1921 that a Gorham Fire truck, engine, with siren costing \$3689 was purchased. Space was rented in the Chula Vista Garage; rent and upkeep was \$41.38 per month.

Plans for a new City Hall and Fire House were made and work was begun.

On July 5, 1922 Charles Smith reported that five men met at a fire, which meant \$2.00 for each man. The



Chula Vista's Second City Hall — 294-296 Third Avenue
From the Title Insurance and Trust Company Collection

Fire Chief's salary was raised from \$20.00 to \$25.00.

The Gorham Truck was at one fire when there was a call to another; so a new Seagrave fire truck was purchased. Cost \$5400.

On January 18, 1923 the fire trucks were in their new home and Howard V. Jordan was hired as permanent Fire Chief, janitor, and turn-key for the jail at \$140 per month.*

The Chula Vista Fire Department of today, 1968, has four stations. The main station is at the Civic Center, 477 F. The modern equipment consists of seven trucks, three cars and a pick-up. There are 55 men.

The 1916 pumper, a memento of early days was recently returned to the City by Dr. M. B. Campbell of Vista Hill Hospital.

*294 3rd Avenue.

SANITATION

During the early days every house had its outside 'Comfort' place with the usual Star and Crescent on the door and last year's almanac inside.

Septic tanks, introduced by M. C. Knight in December of 1910 were used until 1926 when a primary treatment plant was installed at the foot of G street, known as the Imhoff Tank. This system combined the settling of solids and the digestion of sludge into one structure. The effluent was discharged into San Diego Bay.

By 1947 the Imhoff Plant was overloaded. A bond issue of \$149,000 was passed and \$50,000 received from the State. Another plant was added with a capacity of one million gallons per day. There were two interceptor lines and a pumping station on C and Fourth Street. Both plants were in operation until Chula Vista connected with the Metropolitan Sewer System, ocean side of Point Loma.

This explicit information was given to me by W. E. Harshman, Senior Civil Engineer, of Chula Vista.

GAS AND ELECTRICITY

Mains carrying gas, were completed to the north side of Sweetwater River. This news was met with various emotions by some who believed it was unhealthy to have gas in a home, November 12, 1911. Nevertheless when the Consolidated Gas and Electric Company came to the Trustees' meeting on December 17, 1912 and offered a \$500 bond if they could lay gas mains in Chula Vista streets, permission was granted. The News mentioned one woman who was discarding her new Garland range as it burned every cake she baked. She was placing the pans on the bottom of the upper oven.

The gas was manufactured from coal and the coal-tar by-product was in demand for repairing roofs. Today we have natural gas with something added to create an odor.

Here, in Chula Vista, is a most remarkable enterprise: the "Liquid Natural Gas Plant," of the San Diego Gas & Electric Company where it stores gas during the summer months for use during the peak demand in winter. This is done by reducing the temperature of the gas to -258 degrees when it liquifies.

ELECTRIC LIGHTING

Street lighting reached Chula Vista about the same time that the National City & Otay Railroad was electrified on January 30, 1908 and became John D. Spreckel's "San Diego Southern Railroad." The wires were hung on low poles and there was much criticism for the youngsters would steal the carbon filaments from the street lamps.

Ordinance No. 17, as passed by the Trustees of the newly incorporated city of Chula Vista, required building permits and Ordinance No. 18, passed on October 18, 1912, permitted the installation of electric wiring in homes. The first newspaper ads after this decision read, "Westinghouse Electric Irons, \$12.00."

Transformers were installed in the electric plant in San Diego to step up the power from 2,300 to 11,000 kilowatts, so great was the demand for service. This voltage is dwarfed by the use of electricity today.

The South Bay Power Plant of the San Diego Gas and Electric Company has three units and generates 494,000 kilowatts, or a little more or less, to meet the needs of the area.

For lighting our streets there are approximately 1400 lamps.

THE TELEPHONE

To many persons the telephone was the most amazing of modern inventions which was in reach of the average citizen. The San Diego Land & Town Company, accustomed to all conveniences, no doubt ran a line about 1888, from the National City office.

Power for the telephones was furnished by wet batteries using sal ammoniac and the wires were strung from tree to tree to reach a house. In those days the subscriber cranked a bell and gave Central the name and number of the person he wished to reach. Then came the 'automatic' when you picked up the phone and instantly, or almost, a sweet voice said, "Number, please?" and she dialed it for you.

There were two companies, Home and Sunset, making it imperative that you have both phones to reach all parties.

A 1906 Telephone Directory in the San Diego Library giving names of all subscribers in Los Angeles and San Diego Counties is a very small book. National City was the exchange for the South Bay area, including a few phones in the back country.

Chas. Mohnikes, at the packing house in Chula Vista had 'State Phone 11 (Home Company)' while E. Melville's phone was listed as Suburban 22 (Sunset Company). There were 18 phones in Chula Vista.

According to Frank J. Williams, Manager of the Chula Vista Telephone office, an exchange was established

in Chula Vista in October, 1916 and by Jan. 1, 1917 there were 286 phones. In 1918 the Pacific Telephone Company became sole owner.

Dial phones were first installed in Chula Vista in 1947 and the transition was completed on August 28, 1957. You can dial when in need of a prayer, the correct time or for a weather forecast. Your automatic phone knows better than you if you dial a wrong number. To date Chula Vista has 56,271 phones installed.

WATER

Mr. Joal Boal, Manager of the Sweetwater Water Company and son-in-law of Col. Wm. Green Dickinson, came to the first meeting of the Trustees, after incorporation, and said, "I can assure you that Chula Vista will receive equitable water rates." This must have been gratifying news after the water problems the City had encountered during the years. The owners of the Sweetwater System after Robinson and Associates acquired it in 1924 were Loveland Enterprises, in 1927, and the California Water and Telephone Company, 1935.

It is now the California-American Water Company, San Diego Division, Mr. A. F. Poulter, Division Manager. The Company receives Colorado River water from the Metropolitan Water Authority, San Diego area. It flows into Sweetwater reservoir, through the company's million-and-a-half dollar filter plant and on to the subscribers in this area.

The building at 990 Bay Boulevard, on property of the San Diego Gas and Electric Company is the San Diego Saline Water Test Facility, known as the Clair Engle Desalting Plant (a feature of the U.S. Department of the Interior). Electricity and steam from the South Bay Power Plant is used for this saline water conversion which extracts fresh water from the salt water of the Bay. The residual brine is added to the ponds of the Western Salt Company.

LAW AND ORDER

After the incorporation of Chula Vista the wheels of Law and Order were set in motion. Pool and billiard rooms, their licensing and regulation; also where persons sentenced for breaking City ordinances should be imprisoned, were all included in the ordinances.

There was no employee in the City who carried more and varied responsibilities than the Constable. He was not only a man of Law, but Tax Collector and Delinquent Tax Collector, the recipient of grievances between neighbors. He also buried dogs for 50c and horses for \$3.00; according to the trustees' minutes. He patrolled the Pool Halls and saw that all persons using fish fertilizer plowed it in within twenty-four hours, December 12, 1912. Sometime during the next few years the County Constable was replaced by the City Marshal.

A Night Watchman was hired during March of 1916 when there was a rash of burglaries, and after they were solved, the citizens insisted he be retained: the first evidence of night police protection.

The Traffic Cops appointed on February 21, 1921 were E. Hunter, C. C. DeBayer, J. J. LaPorte, J. J. Byers and Al Sefenelet receiving from \$41 to \$51 a month. In a week the number was reduced to two. The Trustees set a 10-mile an hour limit for rubber tire, gasoline propelled vehicles, but people turned in the middle of the block, cut corners, drove on the wrong side of the street, even tried to get home without lighting the kerosene lamps. Large shiny warts were placed at intersections as reminders of the Law.

The Caliente Race Track in Tijuana, Mexico, with its beautiful buildings lured people from unstate. Returning home they usually drove through Chula Vista. Imagine the chaos on Third Avenue! After one hectic day without any supervision, the Marshal received his orders. "Be sure you are on duty on the days of the Tijuana races." November 15, 1922.

This hard-worked law officer received a new rating

on May 27, 1924, "The Marshal needs a good watch to time speeders. He is now head Traffic Officer."

In comparison with the days when the Marshal was the one-man protector for the City, the number of members of the Chula Vista Police Department have increased with the growth of the City and now includes a personnel of 83 consisting of Humane Officers, Lab Technicians, Matrons, Radio, Dispatching, Clerks and Secretaries. Police Officers are in five divisions: Administrative, Detective, Traffic, Patrol and Services Division; also 20 Motor Vehicles and Radar. William J. Winters is Chief of Police. The T.O. (Traffic Officers) are under State Jurisdiction and patrol our Highway though they give a citation whenever they note a misdemeanor.

Chula Vista has two State Offices: the Department of Motor Vehicles where you get your license—or don't get it; and the Division of Highway Maintenance.

Judges who have served Chula Vista in various Courts are Lowell Howe, Murray Campbell, Woodrow Wilson, Manuel Kugler and Richard Donovan.

CHULA VISTA'S POST OFFICE

The center of activity in Chula Vista, during the early days, was the office of the San Diego Land & Town Company. Mail was delivered to this office where somebody was sure to spread the news that there were letters waiting for them.

On July 28, 1890 Mrs. Sarah B. Fleming received her appointment as Postmistress. The Post Office probably continued to be in the Land Company's office as the few settlers would not have warranted a separate building.

Perhaps the strangest visitor Chula Vista ever had was Owney, the Post Office dog who came down on the National City & Otay train. Dave Strahl, of National City told me the story.

Owney was a little wire-haired terrier whose home was in Albany but who had a yen to travel on mail cars. The conductor on the N.C. & O. carried the mail to the

Post Office in the Boyd Block, in National City. Owney followed to see that all was done properly. On the way back to the train he was intercepted by a man holding a luscious bone which he kept just out of reach of Owney's drooling tongue. The conductor called Owney but he wavered between his loyalty to the U.S. Mail service and the anticipated bone. The engineer gave a short decisive pull on the whistle and Owney jumped aboard to go on to Chula Vista where he received a royal welcome. He had the name plate of his owner on his collar but it was dwarfed by the collection of souvenirs: a stopper from a pop bottle, an old Civil War Regiment badge and a number of Post Office checks. For three years he made this trip to various Offices.

Chula Vista was accustomed to trains coming through town. There were freight trains loaded with lemons, and passenger trains. The train which caused the most excitement was the excursion train "60 miles--\$1.00" which took tourists to the Sweetwater Dam and back through Chula Vista, stressing the slogan, "See Chula Vista. Pasadena's Running Mate."

The real event of the day, especially on Saturdays, was the train which brought the mail.

Saturday was shopping day for almost everyone. The street, Third Avenue, was crowded with horses tethered to the hitching rail with wagons waiting to be loaded with the supplies for the week.

There were young ladies dressed in their Saturday best. The most daring darkened their eye brows with a bit of burned cork, pinched their skin for color and patted their cheeks with a cornstarch-filled cloth bag. Ostensibly they were waiting for the mail, but more often it was to enjoy the scrutiny of the young male bystanders, equally slicked up for the occasion.

January 6, 1898. "To all Postmasters concerning Government cats. Each Postmaster is allowed from \$8.00 to \$40 per year for cat meat. No meat is to be given if there is any indication of a rodent."

Clarence Austin was appointed Chula Vista's first rural mail carrier, in 1911. Mr. Austin was father of Thelma Krantz and Henry Austin. It was Marion Austin who related the story of Nellie. Clarence Austin's horse. When the route was motorized it meant finis to Nellie's career as a U.S. Post Office employee.

Mr. Downs, now of Otay, who bought the horse says she invariably swerved over to every mail box along the road.

Rural Delivery began in 1911. On January 1, 1913 a Parcel Post Department was instituted. This Parcel Post delivery brought a conflict of interests with the Wells Fargo and Adams Express Companies who had handled all packages heavier than letters. There was much hijacking.

The Trustees set certain rules for street driving on December 13, 1922; both for horse and rubber-tired vehicles. Quite defiant in obeying these rules was the Parcel Post delivery man who maintained he was a Federal employee and exempt from local rules. The Trustees sent the Marshal to the Postmaster in San Diego to settle the argument.

In the Broadway Shopping Center there is a new innovation; a Self-service Postal Unit which makes change, sells stamps and estimates Parcel Post charges.

Today, thirteen postmasters and a half dozen locations from the days of Mrs. Fleming, the Post Office is now in its quarters in the Civic Center area on Guava and F Street. There is a Rancho del Rey branch at 340 Oxford. In Sweetwater Valley is the Bonita office at 4020 Bonita Road.

Last, but not least, is our little volunteer lady, Mrs. Norma Kernery who meets the needs of near-by residents in the Courtesy Post Office at 272 Third Avenue.

Mr. Carl Stahlheber is Chula Vista's Postmaster.

A new Post Office has been authorized by the Federal Government.

FREDERICKA MANOR

When Mrs. Emma Saylor, interested in the care for the aged, came to Chula Vista in 1908 to consider a site for a home, she found a very small town without the luxuries of gas, lights, and with very few graded streets. There was the promise of electricity in the near future.

Third Avenue ended at E Street. South of E Street the would-be road was simply a drainage channel into the Sweetwater lowlands. Also draining into the Valley was an arroyo to the east which was the habitat of little black kitties with white stripes down their backs and other small creatures that sauntered out at night to forage.

Mrs. Saylor didn't look at the muddy street or the brush-filled arroyo. Instead she admired the beautiful view of Bay and mountains. The clear air carried the scent of living trees. There was the advantage of good trans-



Fredericka Manor
Courtesy of Mrs. Ethel Mechling

portation as the Station for the National City & Otay Railroad was at Third and E Street.

It was an ideal location for a home. The land which intrigued her had been the property of Dr. and Mrs. T. S. Sullivan. According to Laura Crockett's delightful story of Fredericka Manor the property, after the death of the Sullivans was given to Mrs. Sullivan's sister, Mrs. J. U. Verity. Rev. Verity, her husband, was supply pastor for the Methodist Church in National City in 1895, between the terms of Rev. Gowan and Rev. Avery. When his wife received the bequest they had moved to the Ranch in Chula Vista. He became very much interested in Mrs. Saylor's project. This is the first account of the interest which the Methodist Church has had in Fredericka throughout the years.

Mrs. Saylor shared her hopes with her friend, Mrs. Henry Timken, whose husband had invented the famous Timken Ball-bearing. Mrs. Timken sent \$10,000 towards the home. The Verity property was acquired with its furnishings, farm wagons, horses and implements.

After the death of Mr. and Mrs. Timken, a daughter, Mrs. A. C. Bridges, made further bequests, also land to perpetuate her mother's memory. At that time each member of Fredericka had to be at least 70 years old, and must contribute his utmost towards the work around the place.

The National City News for January 21, 1913 reported on the dedication of the McNab Hospital, a donation of Mr. and Mrs. Henry McNab. "Patients may suffer but pain will be alleviated here by the latest surgical appliances." This was Chula Vista's first hospital and was open to the public for years.

After the 1916 flood the tracks of the National City & Otay R.R. were washed out in Sweetwater Valley and Fredericka members were without transportation to San Diego until April 4, 1916 when a franchise was granted to run a rubber-tired vehicle carrying passengers to San Diego. Incidentally, the Third Avenue and E St. waiting station was given to Fredericka on May 3, 1919. It was 1927 before a street car came to Third and E. Now the

buses of the San Diego Transist Corporation provide excellent transportation.

Improvements have continued through the years. Outmoded cottages and administration buildings have been replaced. The old muddy drainage channel is now a first class highway and the brush-covered arroyo has been replaced with a beautiful lily pond including a sparkling fountain.

Today, 1968, after being under the management of various groups, Fredericka Manor is one of the Methodist-sponsored Pacific Homes Corporation.

A person can live in a little cottage near the well-loved Timken Hall, a larger cottage near-by in the Mountain View area; or he can live in the seven-story Asbury Towers which dominates the sky line of Chula Vista. Four hundred and sixty members are grateful for the consideration they receive from Clifford Huber, Administrator, Luetta Newman, Assistant Administrator, Helen M. Zimmerman, Director of Personal Services, the Board of Management and the entire staff of Fredericka Manor, numbering 200.

CHURCHES

Among the new residents on the Chula Vista tract were many who had been property-holders in National City such as George W. Roberts. Mr. Roberts had quite an experience. When the water from the Sweetwater reservoir was turned into the pipes at his home in National City they burst from pressure. Mr. Roberts bought two ten-acre tracts in Chula Vista on July 31, 1888 and the Record added, "Mr. Roberts is today having water put into Las Flores, his beautiful new Chula Vista home."

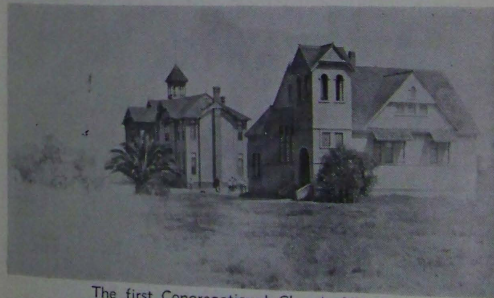
Mr. Roberts was active in the Congregational Church in National City, and was eager for Chula Vista to have its own Church. On November 18, 1890 the First Congregational Church of Chula Vista was organized with eleven charter members; and on May 24, 1894 Land & Town gave them a Church site, 123 by 249 feet. "They will have a small building now but a \$5000 edifice later."

Three men were active in planning the Church, Mr. A. C. Crockett, Mr. Judkins and Mr. Whittemore. Mr. Crockett laid the bricks for the foundation and the others helped with the woodwork but they had to pay a carpenter \$2.50 a day, at times. The building was ready for dedication September 9, 1894. The National City Record, September 13 reported the event as follows:

September 9, 1894 will be a red letter day in the annals of Chula Vista. On that day the first church in Chula Vista was opened to the public. The place was packed; people standing all around. The choir consisted of a double quartet whose singing was very good.

An invocation and scripture was read which was followed by an address delivered by Rev. O. K. Packard on "The Pew."

The dedication address was by Rev. S. A. Norton who enlivened his words with several amusing anecdotes. The act of dedication was led by Rev. T. R. Earl, the Pastor of this new church.



The first Congregational Church 276 F
From the Title Insurance and Trust Company Collection

With a good choir, organ and organist, and an energetic Pastor the new church starts out with every prospect for success in establishing the first church in Chula Vista.

Buildings were added as needed and as the membership increased the present sanctuary replaced the 1894 church. It was dedicated May 27, 1951. It is a lovely Church with leaded glass windows; some have a Bible verse, some tell their story without words. The window over the altar being round and using tracery is called a 'Rose Window.' In the center is a Greek Cross and twelve petals representing the twelve disciples. The colors in the window are, red—sacrifice and martyrdom, blue—fidelity, green—eternal life, white and gold—purity. The window merits careful study as there are other symbols on it. It was a gift in memory of Mr. and Mrs. J. Lake Jewel.

Everett L. Sorensen, D.D. is the minister of this Community Congregational Church, the first in Chula Vista.

THE METHODIST - BAPTIST CHURCH

This sanctuary, built by the Methodists in 1911 is at Church and Center Streets. The builders used the wide siding in the facing which was one step past the wide ship-lap used in all early day work. The pews converge towards the altar and are of oak. Those which are slightly curved have laminated seats.

The leaded windows are in subdued shades of glass and have withstood the test of time fairly well. The organ is in splendid condition though it has had a varied career. It was carried around the Horn at some unknown time and was used in a Los Angeles theatre until it was brought to the attention of some minister's wife who purchased it for the Methodist Church in Chula Vista. The gilded pipes, mostly ornamental, are set on a panel of carved rosewood. A roll-top cover such as was used for desks, can be pulled down to cover the key-board.

A brass plaque reads, "Dedicated to the Glory of

God and to the memory of Mrs. Julia E. Stewart, Mrs. Elizabeth R. Shepherd, Joel P. and Anna M. Calkins, the departed members of Fredericka Home by J. B. St. Ange, George M. Crawford, George W. Bellinger."

The Southern Baptists purchased the church from the Methodists and meet in this fascinating old Sanctuary. On April 17, 1968 they celebrated their 19th anniversary. Rev. Fred M. Deberry is Pastor.

The new sanctuary of the Methodist Church now known as the United Methodist Church, is at Third Avenue and J street. It was dedicated on Trinity Sunday, June 5, 1966 with Reverend Earl Kernahan as minister. Today Reverend Samuel E. Collett is the minister assisted by the Reverends Edgar Zimmerman and William Word. Mrs. Clifford Huber is Secretary.



The first Methodist Church
now the First Baptist Church 490 E Street
From the Title Insurance and Trust Company Collection

ST. ROSE OF LIMA CATHOLIC CHURCH

There is interesting history in connection with the first St. Rose of Lima Church of Chula Vista. The Church was in Otay Valley near Palm City. The little wood building was washed off its foundation during the 1916 flood but was retrieved from the rampaging waters of Otay River after the Otay Dam crumpled away. The church pews were imbedded in the wreckage but were not damaged. The church was set on a secure foundation in its new Chula Vista home at 293 H Street, and served its congregation until recently when an increased membership made it necessary to build a new sanctuary. Where are the pews? In the Lady of Mt. Carmel Church at San Ysidro.

There are four Catholic Churches in Chula Vista. The Right Rev. Msgr. Daniel J. Ryan serves St. Rose of Lima Church.

In Chula Vista there are twenty-one Churches of all denominations.

BANKING

The background of the Peoples State Bank, on the National Ranch, reaches back to November 16, 1889 when it opened in National City with E. Thelin as President. A re-organization on May 13, 1905 gave the Presidency to Louis Wilde, of San Diego. National City News—August 30, 1909, "The People's National Bank has opened its doors. The People's State Bank has moved to Chula Vista." It was located at 300 Third Avenue. The President was Greg Rogers. His daughter, Mrs. Roland Tyce remembers her father as being active in all civic activities, President of the Chamber of Commerce and member of the Chula Vista School Board from 1916 to 1922. He is the gentleman for whom Greg Rogers Park is named.* The People's State Bank merged with the Bank of Italy, now the Bank of America.

A new type of financial institution came to Chula

Vista when the Chula Vista Savings and Loan Company opened on May 25, 1926 with offices at Third and E Street. E. J. Melville was the founder and President for fourteen years. It became the Southland Savings and Loan Company on December 31, 1953, and the South Bay Savings and Loan Company on August 13, 1963.

Mr. Melville's daughter, Connie Campbell, says her father built the first durable business block in Chula Vista at 301 Third Avenue, and also organized the Chula Vista Lumber Company, recently "Westy's".

There are ten banking institutions in Chula Vista several of which are associated with early San Diego: the First National Bank, organized in 1883, San Diego Federal & Loan Co. 1885, and the Security First National Bank, 1893.

*Also Greg Rogers School

PARKS AND RECREATION

The first effort to bring a little amusement to small children was when Mr. Rippey, an early settler, announced he had added a road-runner to his small zoo on July 25, 1889.

The San Diego Land & Town Company provided the new settlers with a waterfront park. Here, in the new Pavilion, the Fourth of July picnic was held in 1889. There was a make-shift landing there which was used by a small group that called themselves the Chula Vista Yacht Club. In 1897 they asked the Land & Town Company to help them build a wharf. The Company responded by giving railroad iron and heavy flooring which they took from the railroad wharf in National City.

The club held an annual Regatta each year but the Regatta on May 6, 1906, with ten entries, was remembered better than the others for the Lady Moulton got stuck in the mud on the return trip from Coronado.

The Yacht Club purchased their wharfage from the Land Company and, being holders of property, they in-

incorporated on February 24, 1914 for "mutual improvement, social intercourse and to encourage sports." Greg Rogers became President.

On March 3, 1915 the Improvement Club reported to the Trustees that the Yacht Club landing was in need of repairs. The City fathers refused as it was too far away for the Marshal to patrol it. Weak, as it was, it proved a blessing after the 1916 flood. With water mains broken, roads washed out, Chula Vista was isolated except for the Sea Queen of the Crescent Boat Company which brought down mail and some provisions. The City was so grateful for the use of the wharf, in the emergency, they offered to repair the wharf. The Yacht Club made a deal, "We'll repair our wharf if you will grade F Street to the pier."

February 24, 1924, "The Yacht Club property has been sold to the City for \$1500." The Club used the wharf of the Hercules Powder Company until March 18, 1934 when it was dismantled and taken 250 miles south to Scammon Lagoon where it was used to load salt.

In recent years, the Aquatic Association has fun and their themes for water sports provide humor, "Showboat," "Can Can Girls," "Through the Looking Glass," or "Rosie the Riveter."

There is a Municipal Launch Wharf at the foot of G Street and a glorious future for yachtsmen when the "Marina," at the foot of J Street is completed by the San Diego Unified Port District.

The next addition towards recreation was the Community Bowl seating 1000, with a $9\frac{1}{2}$ acre park site. This was dedicated October 17, 1939 at Fiesta de la Luna time. The park area and Parkway was landscaped in October of 1955 and remains as a living Memorial to Chula Vista's war heroes.

A bond issue for \$375,000 on January 1, 1963 provided funds for a swimming pool, gymnasium and tennis courts for young and old.

Recreation for Senior Citizens is in Norman Center, built in 1961 on the site of the 1917 Carnegie Library



The First Chula Vista Yacht Club — Foot of F Street

Picture from the collection of Muriel Rogers (Tyce) the little girl in the picture.

which had been constructed on land where Chula Vista's first school stood in 1889. The area south of the building could have been Chula Vista's first park until it was used, after 1908, as a playground for the school children. Here, in this park are the last of the eucalyptus trees planted in 1888. One especially, is a majestic giant which towered so high it had to be topped this year. These are the offspring from the ten-acre grove which Frank Kimball planted in April of 1875 in Sweetwater Valley.

Chula Vista has many Parks: Memorial, Rohr, with its Municipal Golf Course, Loma Verde, Greg Rogers.

Just south of Chula Vista's boundary line is the San Diego Country Club where President Eisenhower visited on October 21, 1960.

Eucalyptus Park, on Fourth Avenue, is now General Roca Park honoring Chula Vista's Sister City.

CHULA VISTA'S FIRST AIRPORT

1922! The science of aviation was in its infancy and few ventured into its realm. Not so with Roland Tyce who opened Chula Vista's first airport on land where the Rohr Company now has its plant. The ground was well dragged for smoothness making a runway which



Chula Vista's Airport — Tyce School of Aviation 1931
Courtesy of Mrs. Roland Tyce



Wrong Way Corrigan Returns
Courtesy of Mrs. Roland Tyce

was very good in fair weather. Luckily, planes in those days never reached the tons capacity of today. In 1931 the Tyce School of Aviation, with student instruction, opened.

It was here on the Tyce Airport grounds that Douglas Corrigan worked on his plane before he made that famous flight when he left New York on the 17th of June and arrived in Dublin on June 18, 1938, and became famous as "Wrong Way Corrigan."

THE WELFARE OF THE CITY

During the early 1890's if you were in need of medical assistance for your horse, cow or your family you would call in Dr. Risdon from National City. A few years later it was Doctors Johnson or Fly who met the family's needs.

Residents of Chula Vista were very happy when Dr. George B. Worthington became their local friend and consultant in 1912. Then Dr. Felix Ashcroft came to Chula Vista and was a local health officer for many years.

Chula Vista's Pioneer Druggists, Benjamin F. and James Wigginton were in business several years before incorporation. Then De Forrest Smith opened a pharmacy.

The first problem of air pollution which Chula Vista faced was the unpleasant odor from the Hercules Powder Company which, from 1914 to 1918 extracted potash from kelp for gunpowder. Though the Company replaced their boilers in an effort to diminish the fumes the residents of Chula Vista had to accept it all as necessary to the war effort.

During the flu epidemic of 1918 Dr. English was sent out by the County to assist local doctors; also a community nurse was assigned to the Chula Vista area.

Trustee's notes, November 3, 1920. "Received 1 Ford Run-a-bout, \$607.83. For the Community nurse." The first passenger car to be purchased by the City.

Today, Chula Vista has the South Bay and the Community Hospitals. McNab Hospital which served the



Treatment Tanks of Hercules Powder Company
N.W. Corner of Chula Vista
From the Title Insurance and Trust Company Collection



The Bulmer Home now Administration Offices of Vista Hill Hospital

Community for so many years has been replaced by the modern Fredericka Convalescent Hospital.

The National City News for June 25, 1913 described the new 14-room, \$10,000 Bulmer home on the south side of the Sweetwater River, high on a hill, overlooking Sweetwater Valley with carved doors, tiled fire-places and a magnificent view of bay, ocean and mountains. With its outstanding location the home has always been a landmark.

This family home became Dr. Elmer Peterson's 16-bed Vista Hill Sanitarium in 1947. Today it is the Vista Hill Hospital, a non-profit organization. It has 290 beds available and a staff of physicians who make a study of the problems of mental health. Robert Thorn is the President and Capt. N. R. Richardson the Administrator.

GENERAL ROCA: CHULA VISTA'S SISTER CITY

Argentina's official seal is an extended hand clasp.

In a People to People gesture of friendship Chula Vista chose the town of General Roca, population 7000 on the Rio Negros, as their Sister City in Argentina.

General Julio Roca for whom the town was named is a personality worthy of emulation. He was a military man, a statesman and a diplomat who held positions of importance including the Presidency of his country. He averted war with Chile in 1902 over a long-standing dispute concerning their 3000 mile boundary line. His personal meeting with the President of Chile brought such harmonious understanding between the countries at that time that it was commemorated by the world-famous statue: the "Christ of the Andes."

In Chula Vista, the eucalyptus grove near the Y.M.C.A. headquarters on 4th Avenue has become "General Roca Park."

ORGANIZATIONS

The Chula Vista Improvement Association was the most important organization in Chula Vista's history. The President of the San Diego County Horticultural Convention of March 5, 1891 said to Mr. M. L. Ward, after his speech, "The aims of your Chula Vista Improvement Association are worthy of careful study by every community in California."

Though under County government the Improvement Association programmed a system of ethics in which "moral suasion" replaced authority. It was founded in 1890 and March 5 was its first anniversary. The meetings were held on Wednesday nearest the full of the moon and consisted of a program, general discussion, business meeting then refreshments. Committees were appointed:

1. Executive Committee. All elective officers.
2. Committee on streets, sidewalks and public buildings — 5 members.
3. Social Cultivation and entertainments — 5 members.
4. Committee on grievances — 3 members.
5. Pests and enemies to vegetation — 3 members.
6. Finance Committee — 3 members.
7. Public relations, especially with the Chamber of Commerce of San Diego.

It was in this manner that Chula Vista was unofficially governed until incorporation in 1911.

Chula Vista's first cultural group was the Philamathic Club. It is listed in the San Diego City and County Directory of 1891 as "Philomathic Club Free Reading Room." Two references were noted. Otay Press November 6, 1891, "The Chula Vista Philomathic is arranging a temperance social." and November 9, 1893 in the National City News when they met at J. M. Johnson's and discussed the writings of Oliver Wendell Holmes.

News June 14, 1905, "The Chula Vista Band came

to National City to visit the K.P. Band." There is one announcement of the Improvement Club visiting the Post Office to see the process of handling the mail; and the Men's Club asked the new Trustees for more street work. So much for the past.

The delightful flower shows of the Chula Vista Woman's Club, organized in 1913, were carried on for almost half a century. The Chula Vista Garden Club upholds the City's reputation for fine home landscaping.

The many colored geranium is Chula Vista's official flower. This brings to mind an article by Mrs. Warren Kimball concerning the day, in 1870, when she returned from the east, coming on the new trans-continental Union Pacific Railroad and brought back a small potted geranium. Though being accustomed to sheltering such a plant in the house, she daringly set it in the open ground. Amazingly it grew. Friends gave her other varieties and by the time they were ready to build their fine large home, the geraniums had taken over the land.

The Chula Vista Theatre Guild of 1939 became the Little Theatre in 1965 and is now the Chula Vista Playhouse. They have excellent talent and many artists have progressed to broader fields.

The Chamber of Commerce lists eighty organizations in Chula Vista in its directory; organizations associated with the military, fraternal groups, youth interests, religious associations, political, sports and educational clubs and many others.

One project which has no organization except spontaneous enthusiasm is the home Christmas displays in Chula Vista. Viewing these beautiful decorations is a *must* for the people throughout the County. Their expressions of delight and appreciation add much to the Christmas Spirit. Guava Avenue (Candy Cane Lane), Whitney Mankato Circle (Christmas Tree Circle) and San Miguel Sierra, off Second Avenue, are the locations of these marvelous Christmas displays.

THE CHULA VISTA WOMAN'S CLUB

The Chula Vista Woman's Club was organized on July 14, 1913 when twenty-six ladies met at the home of Mrs. H. G. Edwards. Mrs. H. J. Penfold was chosen President and they rented a small store for a club house. Their purpose: Social, Cultural and Civic Improvement.

First project listed was a Clean-up Day for the town. They also received promises from owners that several unsightly shacks would be removed. As a climax they planted geranium slips in the 3rd Avenue Plaza and served a supper to the husbands who had helped them.

The membership increased and the Trustees gave permission to use one of the rooms in the old school building, classes having been moved to the new F Street School.

The report brought back from the County Convention in Coronado listed the aims of women's clubs: playgrounds for children, pure food, pure air and pure water, and education for children in forest conservation.

On occasion representatives from the Club attended the Trustees' meeting and suggested improvements for the town. 1. Regulate size and type of billboards. 2. All future manufacturing companies should suppress smoke and odors—etc.

This last request was in regard to the Hercules Powder Co., which was harvesting kelp from the Bay and processing it for chemicals from which gun powder was made.

Considering that women were without the vote, this little group accomplished a great deal in Civic Improvement.

The men were not averse to assisting the women. Ralph Pray gave land for a clubhouse which was built in 1922 for \$3600; a debt which was cleared in four years. It was inadequate for the growing club and on October 24, 1928 Thomas Howe donated the land on which the present clubhouse now stands at 357 G Street. There was a time limit for construction so Frank A. Tay-

lor purchased the old clubhouse for \$4000 thereby making possible the funds necessary to build.

Mrs. E. J. Ridgway had the interesting 'Galleon Windows' made especially for the clubhouse. They harmonize with the Spanish motif carried out in the building. The Club promoted the first Fiesta de la Luna in 1930 to reduce the mortgage.

Chula Vista Woman's Club participates in all Civic activities, flower shows and its members have won outstanding recognition for their paintings in art exhibits.

Outstanding in their activities is the annual 'Teachers Appreciation Tea' for all educators of the city.

The Club is divided in their activities: The Chula Vista Woman's Club; the Evening Section of the Club and the Chula Vista Junior Woman's Club. Mrs. Robert H. Soule is the 1968 President.

MEET THE PRESS

Chula Vista residents, in search of local news, subscribed for the National City Record first published in September of 1882; a paper far superior to the usual publications of that period.

The Otay Press with J. Jenkins as editor and publisher, issued its first paper on March 15, 1888; ran a very good Chula Vista column, gave all details of the Otay Watch Company venture; then, though the Watch Company closed its doors the Otay Press struggled on for many years.

F. N. Loring purchased the Otay Press from A. E. Dodson on August 10, 1900 and ran it as the Chula Vista Press until January 10, 1901 when the press was sold to the Sullivan Printing Company of San Diego. A bound copy of some of the issues of the Otay Press is in the Chula Vista Library.

On January 24, 1912 the Denrich Press with A.G. and H. E. Marsden opened their shop at 151 Second Avenue, now Fourth Avenue. They handled everything in the stationery line and were exceptionally fine printers.

For a couple of years they published the Chula Vista Review with H. G. Rising as Editor and owner. The hard frost in 1913 brought a slump in Chula Vista's economy and the Review closed down.

The Chula Vista Star was the next town paper first published on February 18, 1919 by Leafy and H. W. Crooks. Thirty-five years later, in July of 1954, Larry Freeman took over this paper.

Associated with our local paper since 1911 were Kyle Alexander, Mr. and Mrs. Rowan in 1921. The same year Forrest Raymond and Richard Cornelius took over until 1926 when Mr. and Mrs. George Allen managed it; then Joe Vurgason published the South Bay Shopper in 1939. Larry Freeman in 1950 and Ray Coyle in 1959 brings us to the present owner and Editor Lowell E. Blankfort who acquired the paper on June 1, 1961. Mr. Rowland Rebele is co-publisher.

The Star-News Publishing Company issues papers for Chula Vista, National City and Imperial Beach; giving individual attention to the interests of each community.

In Chula Vista 24,500 issues, bi-weekly, of the Chula Vista Star and Star Shopper are delivered. Twenty-two thousand copies of the Heartland News, a sprightly little paper and an equal number of the Independent completes the news media of the City.

CHAMBER OF COMMERCE

Back in the early days on incorporation, the City of Chula Vista paid dues of \$10.00 to the League of Municipalities for one year's membership. Attendance at these meetings was the first attempt to interest others in the advantages of Chula Vista.

In 1927 the Chula Vista Chamber of Commerce was organized. It has been very active in bringing attention to Chula Vista, sometimes by unusual methods such as radio broadcasts in Yuma and Bakersfield. The members visit our friends across the border and encourage Mexican trade

with the "acceptanos pesos Mexicanos." They reach out for desirable industry and were active in obtaining the prison facility on Otay Mesa. They live up to their watchword. "To make Chula Vista a better place to live." K. Niek Slijk is Executive Manager and J. F. Williams, President.

JUNIOR CHAMBER OF COMMERCE

The Junior Chamber of Commerce, though no part of the senior group, has identical aims: to work for the betterment of the town and its inmates. Their major event during the year is the Fiesta de la Luna in which they have been very successful.

Other annual events of the J.C.'s are: the annual Charity Auction, being sponsor for the "Fairest of the Fair" contest, Junior Golf contests, also Junior Swimming, Bowling, Tennis, and Junior Champ Track and Field Sports.

This Centennial Year President is Lorenzo Provencio.



100 YEARS OF PROGRESS

1868

1968

1868! That was the year the Kimballs came to the National Ranch. On the fifth of June that year Frank Kimball opened up the sand pit in Sweetwater, providing the sand for those who plastered their houses.

Then came the planting of Mulberry Trees to feed silk worms. It was not a success, probably due to a shortage of labor. Strange as it may seem, silk worms were found on Otay Mesa forty years later, feeding on the wild buckwheat.

There were the 'off and on' years of railroad excitement and hard years of sheep raising but the interests of the settlers soon channeled into horticulture, especially the olive and lemon orchards until we became the lemon and olive center of the world. There was no interest in any other industry.



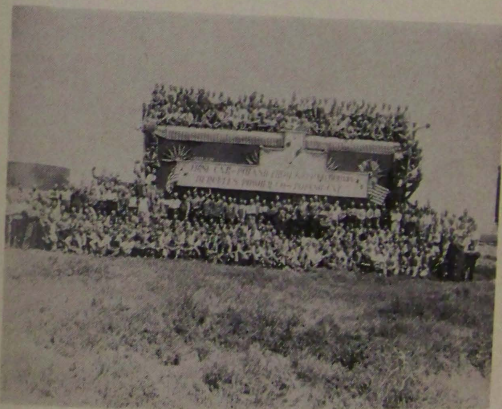
This charming southern style home of Dr. and Mrs. Albert J. Leckman, 415 Hilltop Drive, is one of the many beautiful homes in Chula Vista today.

This unusual notice was in the National City News for October 27, 1906, "The boring works are being removed from the property of Mrs. Herman. The effort to develop oil proved unsatisfactory."

Chula Vista's first industry stems from this date, Kimball Diary, March 10, 1910, "At Chula Vista to see the location and plans for the Magnesite Plant." They manufactured Duralite. When the new City Hall was built in 1923 the Trustees chose 'Duralite' instead of cement for the front facing.

Chula Vista's first large scale industry was the Hercules Powder Company which harvested kelp. The plant opened in 1914 just after war was declared in Europe.

The kelp was ground and placed in treatment tanks and a gelatinous substance removed by water. The residue was burned and potash, used in gunpowder, also iodine



First Car of Potash going north over the Coronado Belt Line 1914

From the Title Insurance and Trust Company Collection

was extracted from the ash. There is an increasing demand for the gelatin, commonly called agar-agar, which is used extensively in food thickening such as puddings and to give the thick creamy texture to commercial ice cream.

1947's most unique industry was the work of the U.S. Bureau of Plant Industry which raised 500,000 lady bird beetles at 1/3 cent each. It was said, "Their presence in an orchard is the difference between prosperity and in the red." This local branch of the County Agricultural Division is more concerned in law enforcement in pest control, and in quarantine and inspection of various farm products.

As the town grew so did the need of near-by stores. The one-time 'General Store' had a limited variety of products at its best. Shopping centers were first on Third Avenue, then some business moved over near the Civic Center. Industrial Park, Fourth Avenue in Sweetwater Valley, has a good location and plenty of room to expand. Up the River is attractive Bonita Village. Largest of all is the Chula Vista Shopping Center which began on a 75-acre tract in 1964 and has continued to expand.

These are a few of the highlights in the Chula Vista story. Mary Givens, who gave a talk on "Budding" at the National Ranch Grange on May 5, 1875 comes into the Chula Vista story again on May 5, 1891 when Mr. M. L. Ward said, "Our Mary Givens, after 22 years of ranching, wishes there were 36 hours in each day."

A. V. Von Etten, the City's blacksmith, who came in 1910 made a specialty of putting new iron tires on the heavy wagons. Chas. Hardy and T. Bohnert ran a meat wagon to Chula Vista once a week and timed their arrival for the day the ice wagon came. The ice wagon was followed by a youthful crowd, begging, "Just one little piece of ice, please, Mr. Tweed." There was joy for the children on the bi-weekly trip of the street sprinkler. Chula Vista seemed quite Metropolitan when street signs were posted on March 2, 1915. At the same time Mr. Skeen was cutting a good crop of oats from the sides of Twin Oaks Road. Then came the confusing days when

Fourth Avenue became Second Avenue so that numbered avenues could continue to the Bay.

Landmarks of early days have all disappeared. Vital to Chula Vista's past was the K Street Packing House built in 1903 and last known as the Chula Vista Vegetable Exchange. It yielded its site to the Bank of America in January of 1959. The spur track to the plant carried its last ceremonial freight car over the route on February 17, 1966; and the San Diego Arizona and Eastern Freight office, now Southern Pacific, was transferred to the foot of Moss Street.

Chula Vista's first annexation was Block 3 of Moh-nike's subdivision. The purpose: they had to acquire that land as part of the City so they could purchase the first City Hall. Today, Chula Vista's annexations reach out to remarkably progressive residence centers which have their own industrial areas for convenience.

From the original tract of 5 square miles Chula Vista now covers 15.45 square miles. It has 147.1 miles of improved roads and, of course, some waiting their turn. From the hundred, or so settlers who responded to the invitation to come to "Fair Chula Vista" in 1888 the population is now 61,946 according to a recent survey; making it the second largest City in San Diego County.

Development increases steadily in Chula Vista: a new Post Office authorized, a larger Community Hospital voted, plans completed for a larger Library and Police Headquarters and Rohr Aircraft is expanding.

The annexation of a 3,150 acre tract, carved from the 30,000 acre Otay Ranch of the United Enterprises by the Gersten Construction Company will add 1/3 more to Chula Vista's 9,500 acres.

Chula Vista is a lovely town with an interesting background and a promising future.

CITY OF CHULA VISTA

1968

Elected Officials

Mayor, Daniel A. McCorquodale, Jr.

Councilmen:

Thomas D. Hamilton, Jr.

Robert R. McAllister

Frank A. Scott

John Sylvester

Appointed Officials

Fred A. Ross, Administrative Officer

Lane Cole, Director of Public Works

Bluma Levine, Librarian

William Jasinek, Director of Parks & Recreation

Bruce Warren, Director of Planning

Eugene Grady, Director of Building & Housing

George Lee, Fire Chief

William Winters, Police Chief

Gordon K. Grant, Finance Officer

George D. Lindberg, City Attorney

Kenneth P. Campbell, City Clerk

A recent Chamber of Commerce bus tour made a close inspection of our expanding tidelands which are under the supervision of the San Diego Unified Port District. They also visited some other industrial plants.

ABC IRON WORKS

ASSOCIATED PUMP & ENGINEER.

BANNISTER STEEL, INC.

CALIFORNIA GENERAL, INC. (aircraft parts)

CROWER CAMS, INC.

(mfg. automotive racing specialties)

DAIRY MART FARMS

DEARDORF & JACKSON
(growers & shippers—seasonal)

DUVALL COMPANY

(lock & sliding door locks)

FOR-MAC (sm. aircraft & misc. components)

GENERAL FERTILIZER & SUPPLY

GOLDEN ARROW DAIRY

GOLDEN WEST
PACKING CO.

HARRISON RIEDY GRAIN

JAEKLE & ROGERS
(produce packing)

NELSON & SLOAN
(concrete & bldg material)

JOHN H. OHL

(mfg. deodorants & deodorizers)

OMAR RENDERING CO.

(mfg. inedible tallow & meat meal)

PAUTER MACHINE

(sm. misc. aircraft & misc. components)

PRUDENTIAL OVERALL

SUPPLY
(industrial laundry)

RALPH ELECTRIC PLANT

(electrical generators)

ROHR CORPORATION

(aircraft power packages)

SEASON PRODUCE CO.

(fresh vegetable packing & shipping)

U. S. BOX COMPANY

VISTA SLACK CORP.

(Ratner's mfg. men's slacks)

WESTERN SALT CO.

WILBUR-ELLIS CO.

(fertilizers)

VIVA CHULA VISTA!

(Choola Veesta)

There's a place that's bright and fair
Sounds of music in the air
Happy people everywhere
In Chula Vista.

Days of sunshine beaming bright
Balmy breezes through the night
Trees and flowers, a lovely sight,
In Chula Vista.

Chula Vista, Chula Vista
With your mountains, seas and farms
Chula Vista, Chula Vista
There's no way to tell its charms

Rich with history fine and old
Where each day new joys unfold
With the future still to mold
In Chula, Chula, Chula Vista (Veesta).

We are indebted to Mrs. Jack Millan and her son, Bob Austin for our Chula Vista song. Pauline Perry Millan, a vocalist of note, has contributed to many musical productions in San Diego and Chula Vista. Mr. Austin, equally talented, is a graduate of San Diego State College and the author of their Alma Mater song, Hail! Montezuma.

A word of appreciation to the many who drew from their store of memories to help with this Chula Vista story and to George Kelly and Paul Howell of the South Bay Press for their cooperation and to Harold Earle for his supervision.

I extend my deepest appreciation to the City of Chula Vista, also to the National City and San Diego Libraries for the use of their files.

A complete list of Post Office locations, Postmasters, City and School officials may be found in the History of Chula Vista by Thelma Krantz and Frances L. Read.

Irene Phillips
Fredericka Manor
Chula Vista, California

CHULA VISTA CENTENNIAL COMMITTEE

1968

Sid Cornell	Chas. Schenke
Dan Putnam	Bob Hastings
Al Poulter	Irene Phillips
Judge Manuel Kuger	